



WPTV

ORDER

Print Date 11/21/12

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Flight Dates 11/02/12-11/06/12

Contract / Revision 316481 /

Original Date / Revision
10/31/12 11/05/12

Advertiser Republican Party of Florida

Agency David Millner Group Inc

Buying Contact

4421 St. Andrews Way
Harrisburg, PA 17112Product
RPOF Michelle Miller

Agency Com 15%

Billing Contact

4421 St. Andrews Way
Harrisburg, PA 17112

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate # 2

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	26	\$15,810.00	\$18,600.00	0.00
Totals	26	\$15,810.00	\$18,600.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	26	\$15,810.00	\$18,600.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	11/02/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	----F--	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/02/12	11/08/12	----F--		1		\$500.00		0.00					
N 2	WPTV	11/02/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/02/12	11/08/12	----F--		1		\$1,200.00		0.00					
N 3	WPTV	11/02/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	----F--	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00



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Contract / Revision **316481** Flight Dates **11/02/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/05/12

Order Sep 00:10:00

Advertiser **Republican Party of Florida** Product **RPOF Michelle Miller**

Estimate # **2**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	11/02/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	----F--	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					1	\$1,500.00		0.00		
N 5	WPTV	11/02/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	----F--	:30	1	\$575.00	FX	0.00 NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					1	\$575.00		0.00		
N 6	WPTV	11/02/12	11/06/12	M-F 12-1pm M-F 12n-1p	CM	12-1p	----F--	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					1	\$500.00		0.00		
N 7	WPTV	11/02/12	11/06/12	M-F 2-3p M-F 2-3p	CM	2-3p	----F--	:30	1	\$350.00	FX	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					1	\$350.00		0.00		
N 8	WPTV	11/02/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	----F--	:30	1	\$725.00	FX	0.00 NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					1	\$725.00		0.00		
N 9	WPTV	11/02/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					1	\$1,800.00		0.00		
N 10	WPTV	11/02/12	11/06/12	M-F 7-730p M-F 7-730p	CM	7-730p	----F--	:30	1	\$950.00	FX	0.00 NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					1	\$950.00		0.00		
N 11	WPTV	11/02/12	11/06/12	M-F 730-8p M-F 730-8p	CM	730-8p	----F--	:30	2	\$950.00	FX	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					2	\$950.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WPTV	11/02/12-11/08/12		M-F 730-8p		730-8p	M---F----	:30		(\$950.00)		0.00 NM		
See MG 11.4														
4	NPTV	11/02/12-11/02/12		M-F 7-730p		7-730p	-----F----	:30		\$950.00		0.00 NM		
Ⓜ MG for 11.1 11/02														
N 12	WPTV	11/02/12	11/06/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	----F--	:30	1	\$1,400.00	FX	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	----F--					1	\$1,400.00		0.00		
N 13	WPTV	11/02/12	11/06/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	2	\$125.00	FX	0.00 NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	-----S-					2	\$125.00		0.00		
N 14	WPTV	11/02/12	11/06/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	2	\$400.00	FX	0.00 NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		11/02/12	11/08/12	-----S-					2	\$400.00		0.00		
N 15	WPTV	11/02/12	11/06/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	2	\$725.00	FX	0.00 NM	2	\$1,450.00



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Order Sep 00:10:00

Advertiser **Republican Party of Florida** Product **RPOF Michelle Miller**

Estimate # **2**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WPTV	11/02/12	11/06/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	2	\$725.00	FX	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					2	\$725.00		0.00			
N16	WPTV	11/02/12	11/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$850.00		0.00			
N17	WPTV	11/02/12	11/06/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$500.00		0.00			
N18	WPTV	11/02/12	11/06/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					1	\$1,400.00		0.00			
N19	WPTV	11/02/12	11/06/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	1	\$125.00	FX	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$125.00		0.00			
N20	WPTV	11/02/12	11/06/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$400.00		0.00			
N21	WPTV	11/02/12	11/06/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$500.00		0.00			
N22	WPTV	11/02/12	11/06/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$425.00		0.00			
Totals														26	\$18,600.00